



CITY OF MOUNTAIN VIEW

2010-2011 ANNUAL REPORT



This year's Annual Report highlights many of the outstanding programs, services and facilities available to residents and illustrates why our community is such an extraordinary place to live.

INFRASTRUCTURE INVESTMENTS IN OUR COMMUNITY

THE CITY INITIATED OR CONTINUED TO DEVELOP A NUMBER OF PROJECTS THIS FISCAL YEAR THAT ARE DESIGNED TO SERVE OUR CITIZENS WELL INTO THE FUTURE.



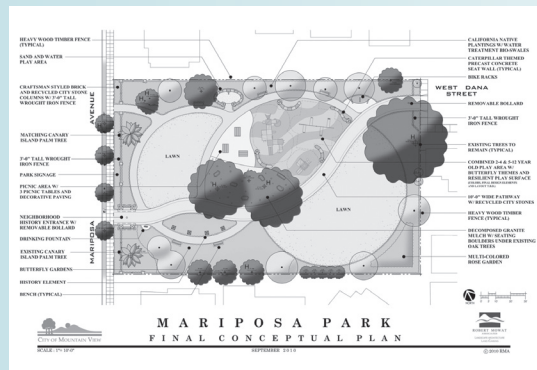
PERMANENTE CREEK TRAIL

The City began construction on the section of the Permanente Creek Trail designed to provide a pedestrian and bicycle connection between neighborhoods and amenities on the north side of Highway 101 and those on the south side of Old Middlefield Road. The project is scheduled for completion in 2012.



STEVENS CREEK TRAIL

The City began construction on an extension of the trail from Sleeper Avenue to the intersection of Dale Avenue and Heatherstone Way, which will open the trail to neighborhoods east of Highway 85 and bring the trail closer to the City limit. The project is scheduled for completion in 2012.

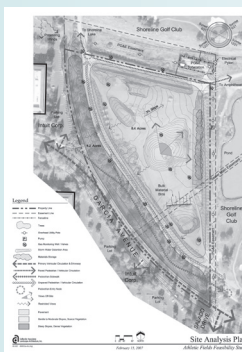


NEIGHBORHOOD PARKS

Construction began this fiscal year on a 0.35-acre park site on Del Medio Avenue between California Street and Miller Avenue for one park. Construction for a second park on 0.6 acres on Mariposa Avenue between Villa and California Streets is anticipated for FY 2011-12.

SHORELINE SPORTS COMPLEX

Planning and design work began this year on the development of a new multipurpose sports complex in the southwest corner of Shoreline at Mountain View Park. The complex will provide fields, a concessions building, night lighting and parking.



FIRE STATION 5

Construction of a new 10,000 sq. ft., permanent facility for Fire Station 5 began at the corner of North Shoreline Boulevard and Crittenden Lane. The project is scheduled for completion by Spring 2012.



NEW LIGHTED CROSSWALKS

The City has installed safety-enhanced lighted crosswalks at two intersections in Mountain View. The first completed is Rengstorff Avenue and the second is at Showers and Latham. For more information, call the Public Works Department at (650) 903-6311.



RECYCLED SIDEWALKS ON VELARDE STREET

The City installed approximately one thousand linear feet of recycled plastic sidewalk on Velarde Street, between Calderon and Anza Streets. The new 'Terrewalk' material is made from 100 percent post consumer waste plastic and looks and feels similar to concrete. The City will monitor the performance of the Terrewalk material and continue to evaluate its use in future projects.



CONSTRUCTION BEGINS ON DOWNTOWN AFFORDABLE FAMILY DEVELOPMENT

Construction is set to begin in October on 51 affordable family apartments in downtown Mountain View. The project will be built on the 1.03 acre City-owned property at the southeast corner of West Evelyn Avenue and Franklin Street (135 Franklin Street) and is being built by ROEM Development Corporation. This site is currently being used as a temporary parking lot that will be closed when construction begins. The family apartments should be completed by April 2013. The rental application process will start in late Fall 2012 and will be widely advertised.

MAINTAINING AND INVESTING IN MOUNTAIN VIEW

Throughout Fiscal Year (FY) 2010-11, the City of Mountain View continued to address the challenges presented by the sluggish economy, while taking advantage of opportunities to invest in our City's future and maintain our exceptional quality of life. The City continued to focus on prudent fiscal planning, as well as the strategic implementation of programs and services, in order to address the impacts of the Great Recession and the cut backs to local communities made by the State of California. At the same time, Mountain View took significant steps toward securing our community's future with efforts to expand housing options, offer activities for seniors and families, enhance youth services, move toward increased environmental sustainability and improve transportation.

ACHIEVING A BALANCED BUDGET

Throughout Fiscal Year (FY) 2010-11, the City focused on achieving a structurally balanced General Operating Fund (GOF) budget for FY 2011-12. Challenged by the lingering impacts of the 'Great Recession', the City has worked diligently to balance its budget without relying on one-time fixes. In June, the City Council approved a structurally balanced GOF budget of \$93.8 Million for FY 2011-12.

The FY 2011-12 budget was balanced through additional operating efficiencies, new revenue from leasing City property and reductions in employee compensation costs. Deep service cuts are not occurring because of Mountain View's history of bringing together all parties, including the City Council, management, and employees to responsibly address financial issues. For more information on the details of last year's FY 2010-11 budget and the City of Mountain View's budget, see page 4 of this Annual Report.

For more budget information, check out *The View* City newsletter for Fall 2011, or visit "City Budget Updates" at www.mountainview.gov on the homepage.

PRIVATE INVESTMENT IN OUR COMMUNITY:

As some sectors of our economy began to recover, the City worked throughout this fiscal year with private developers on proposals that will bring new residential and commercial projects to Mountain View. Below are the highlights:

- **455 West Evelyn Avenue** – A proposal was approved by the City Council to build 203 apartment units on 3.5 acres.
- **455 San Antonio Center** – The City approved a proposal to build a mixed-use retail and residential project on 16.3 acres of the 56-acre San Antonio Shopping Center site.
- **100 Mayfield Avenue** – The City reviewed plans for a proposal to build 255 residential units, two public parks and a pedestrian and bicycle tunnel under Central Expressway leading to the Caltrain station.
- **369 North Whisman Road** – The City reviewed a proposal for two new office buildings and two parking structures at an existing 29-acre office campus.
- **South Whisman** – New housing was proposed on a site in the South Whisman area. This year, the City Council considered the first phase, which is primarily the street network.
- **Grant Road and Levin Avenue** – Work began on the construction on 53 new single-family homes on 15.6 acres.



GENERAL PLAN UPDATE

Mountain View continued the process of updating the City’s General Plan, the document that is used to guide future development in our community, by establishing land use policies. Following a series of community input meetings, a Draft General Plan was developed, along with an Environmental Impact Report. Both documents will be reviewed during the upcoming fiscal year before a final update to the General Plan is adopted.



YOUTH ACTION PLAN

The City Council adopted a Youth Action Plan focusing on youth programs and services citywide. The City Council, City staff and local youth organizations worked together on a long-range document that is consistent with the updated General Plan and will guide Mountain View’s youth activities and services in the future.



PEDESTRIAN MASTER PLAN

As part of the update to the General Plan and building on the Environmental Sustainability Task Force input, the City began developing a Pedestrian Master Plan for Mountain View, which will focus on improving access to transit, connecting sidewalks in employment areas, and making it easier to walk to neighborhood retail stores. The plan is intended to reduce traffic and gas consumption, while increasing pedestrian safety.

COMMUNITY EVENT HIGHLIGHTS

The City sponsored a number of new and continuing community wide celebrations and events this year, including:

- Celebrated the Rengstorff House 20th Anniversary in cooperation with the Friends of “R” House.
- Held free performances at the Center for Performing Arts as part of 2010 National Arts and Humanities Month.
- Celebrated 2011 Arbor Day.
- Sponsored the 2010 Mayor’s Youth Conference, held in November and bringing youth from local schools to-



INFORMATION TECHNOLOGY PLAN

The City began developing the first phase of an Information Technology (IT) Strategic Plan, with a focused analysis on the needs of the community and residents in web-based interactions with City Hall. The first phase was to assess the City’s eGovernment services. In the next FY, the Strategic Plan will set the direction for the City’s use of technology in the future.

ZERO WASTE PLAN

Preparation began on a Zero Waste goal to help reduce greenhouse gas emissions and further reduce the amount of material being sent to landfill. Zero Waste is an approach that seeks to eliminate the negative impacts of designing, producing, using and discarding products and packaging.



24-HOUR ACCESS TO YOUR LIBRARY

The Mountain View Library now offers access to the library catalog via smart phones. More information is available at http://www.ci.mtnview.ca.us/city_hall/library/mobile_catalog.asp.



RENGSTORFF PARK MASTER PLAN

Work began on the development of a Master Plan for Rengstorff Park. At community meetings, residents helped create a long-term vision for future redevelopment of the 27-acre park, along with newly acquired property on nearby Escuela Avenue (Rock Church).

gether with civic leaders to discuss topics related to health and wellness for young people.

- Hosted special events, including the Halloween Monster Bash, Holiday Tree Lighting, Downtown Parade, Thursday Night Live events, Summer Concerts and Summer Movie Nights.



Mountain View remains at the forefront of cities in providing for the community and planning for the future. The City took important steps this year, related to youth, transportation, technology, environment,



Mountain View is a modern, high-tech city that prides itself on innovation. As the City is leading with new ideas and innovations, it is also committed to citizen involvement. Mountain View is made up of a variety of community associations that help identify the community’s needs and services.



EMERGENCY PLANNING

The City also began a comprehensive review and update of Mountain View’s Emergency Plan, the step-by-step strategy that guides the City’s response to large-scale emergencies and disasters or any event that disrupts the City’s ability to provide services.



EMERGENCY OPERATIONS CENTER UPGRADE

The City began a comprehensive upgrade to the City’s Emergency Operations Center (EOC), which is the central command and control facility used for disaster management. Improvements to the facility included new computers, servers, software, enhanced Internet access, WiFi access, Geographic Information Systems (GIS) mapping and E-mail and display systems.

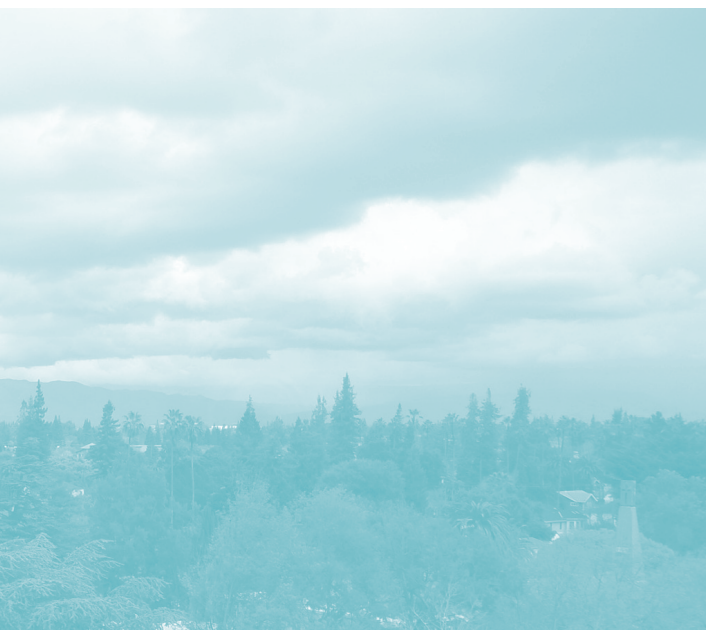
COMMUNITY OUTREACH EFFORTS

This year, the City reached out through new and continuing events and efforts, including:

- Held City Council Neighborhoods Committee meetings with three neighborhood areas attended by a total of 110 Mountain View residents.
- Awarded neighborhood grants to 14 neighborhood associations and groups to encourage participation and neighborhood activities.

ING ON OUR COMMUNITY!

for the needs of our citizens, maintaining a vibrant and healthy
tant steps forward on a number of important issues this fiscal
ental quality, health services and community development.



on providing excellent public services and facilities. While the
mitted to the traditional values of strong neighborhoods and
of distinct, locally organized neighborhood and homeowners
hape the City's future.



GREEN BUILDING ORDINANCE

The City developed a Green Building Ordinance this year requiring improved energy efficiency, water conservation, indoor environmental quality and waste reduction in new private residential and commercial construction.



HIGH SPEED RAIL

Although the California High Speed Rail Authority (CHSRA) Board of Directors has designated the Central Valley as the starting point for California's high speed rail train system, the City Council and staff continued to meet with CHSRA staff and advocate for a long-term transportation plan for the Peninsula that address the needs and interests of Mountain View, Caltrain and high speed rail.

- Organized two tenant workshops, in English and Spanish, that provided information on tenants' rights and responsibilities.
- Continued Multilingual Outreach and assistance to residents including Census 2010 support, and provided language support to City departments on their outreach efforts.
- Developed new bilingual programs at the Library, includ-

SUSTAINABILITY INITIATIVES

Mountain View continued its efforts to save energy and reduce pollution with a series of green initiatives. A Greenhouse Gas Reduction Plan, which identifies strategies and actions to reduce emissions through 2030, was integrated into the update to the General Plan. The City also launched a free home energy assessment and upgrade program called Energy Upgrade Mountain View (EUMV). The initiative offers no-cost home energy assessments for homeowners and renters, helping them analyze energy use, and learn about new devices and strategies for saving energy and money.



in Mountain View

Homeowners and Renters: to take advantage of the free EUMV program, visit www.EnergyUpgradeMV.org



DOWNTOWN DISTRICT UPDATE

The City completed improvements to the Downtown District, including new signage, and replacement of caulking, bomanite, and stair treads on Castro Street.

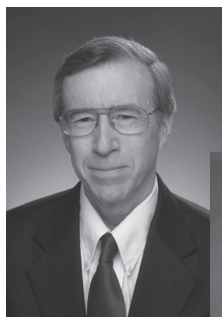


HEALTH AND WELLNESS INITIATIVES

Hundreds of Mountain View residents attended this year's Wellness Festival in Rengstorff Park, where they received free information about dozens of local agencies offering health-related programs, as well as special California health insurance programs designed to meet the community's medical needs. The City also continued to offer a variety of new and continuing health and wellness programs for seniors at the Senior Center.

City Services: City services are provided by the departments of Community Development, Police, Fire, Public Works, Community Services, Library Services, City Manager-Human Resources, City Attorney, City Clerk's Offices, and Finance and Administrative Services. City departments work as a team to provide seamless customer service on a daily basis!

- ing adult computer training and children's story times in Spanish.
- Expanded efforts to reach out to the community by using social media, including Facebook pages for the Police Department, Fire Department and the Recreation Division, the Economic Development Division's presence on Twitter, and the Library's presence on Facebook, Twitter and Flickr.



CITY MANAGER RETIRES, NEW MANAGER APPOINTED

Long-time City Manager Kevin C. Duggan retired this year and Daniel H. Rich, previous City Manager of the City of Campbell, was selected by the City Council to replace him. Kevin Duggan was the longest serving City Manager in Mountain View's history. During Duggan's twenty-year tenure, the City maintained a reputation for responsible fiscal and budget management, organizational efficiency and customer-driven service to residents and the business community.

Daniel Rich was appointed Mountain View's new City Manager after an extensive recruitment and selection process. He began work on July 25, 2011. Melissa Stevenson Dile, the City's Assistant City Manager, served as the Interim City Manager from April to July. Rich brings twenty years of diverse local government management experience, having worked with three cities on the Peninsula.

For more information on the new Manager, check out the cover page of the *The View* City newsletter for Fall 2011, or visit the City's website at www.mountainview.gov.



WATER MANAGEMENT AND CONSERVATION

Mountain View reviewed and updated its Urban Water Management Plan this year to ensure that adequate water supplies are available to meet existing and future water demands. The Plan includes water shortage and drought response planning. The City also continued its long-standing efforts at water conservation both through water-saving programs offered to the community and careful use of water within City government. These efforts included expanded use of recycled water from the Palo Alto Regional Water Quality Control Plant for landscape irrigation and firefighting needs in the North Bayshore Area.

CENSUS RESULTS

Mountain View surpassed the goal for the City's participation in the 2010 Census, achieving a 77% participation rate. The City's final population was 74,066.



STABLE BUDGETING – FISCAL YEAR 2010-11

The development of the FY 2010-11 operating budget was the most challenging in recent history. The ‘Great Recession’ of the two prior fiscal years required the City to take decisive action to keep Mountain View fiscally stable. The goal was to achieve a structurally balanced budget with as few impacts to residents, customers and employees as possible. After a year-long process, a multi-prong solution was adopted by City Council resulting in the elimination of a \$4.6 million projected General Operating Fund deficit. The elements of the strategy were as follows:

- Operational efficiencies \$1,289,000
- Expenditure reductions 1,535,000
- Improved cost recovery 970,000
- Employee compensation cost containment 790,000 (\$986,000 all funds)

Total\$4,584,000

An adopted revenue over expenditure balance of \$187,000 was achieved after allowing for \$2.8 million in projected operating savings.

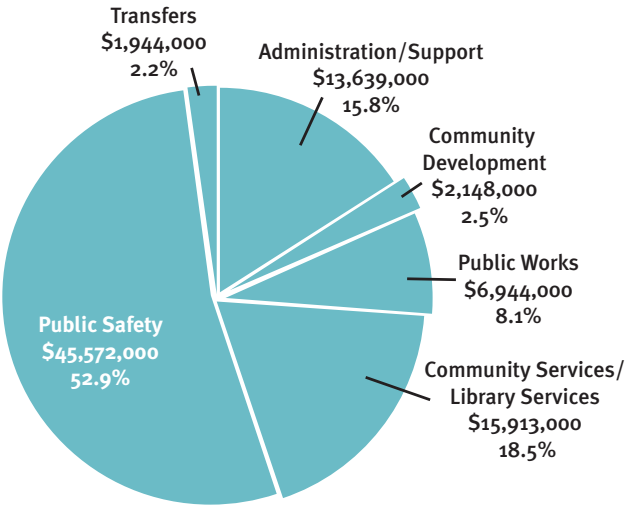
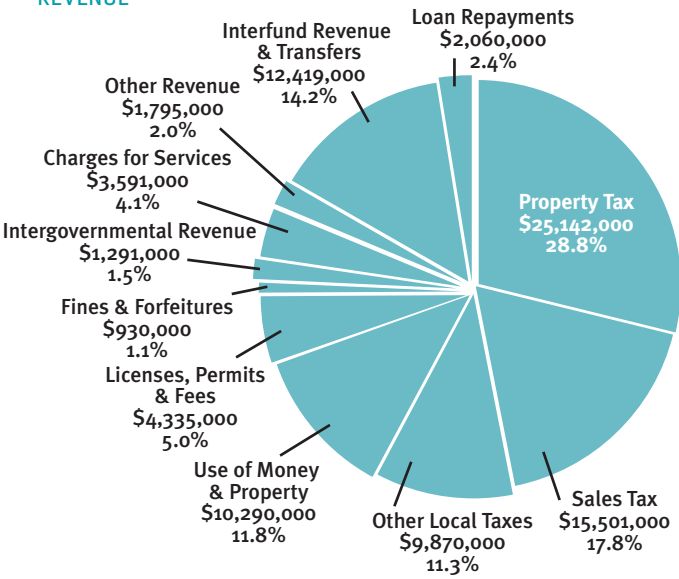
FY 2010-11 unaudited General Operating Fund revenues of \$87.2 million were \$425,000 lower than the adopted budget and approximately \$809,000 higher than FY 2009-10 audited. FY 2010-11 unaudited expenditures of \$86.2 million were \$4.1 million less than adopted (\$1.3 million more than the \$2.8 million projected operating savings included in the adopted budget). FY 2010-11 ended with a positive balance of approximately \$1.0 million (not including changes in encumbrances and net assets and liabilities) which will be utilized to partially fund limited period expenditures adopted by Council for FY 2011-12 and to fund the amount required to bring the General Fund Reserve to policy balance.

FINANCIAL OVERVIEW

The City’s adopted FY 2010-11 operating budget of \$ 224.0 million included the following major funding categories:

General Operating Fund	\$ 90.3 million
General Fund – Building Services	\$ 3.6 million
General Fund – Shoreline Golf Links	\$ 4.0 million
General Fund Reserves	\$ 21.2 million
Special Revenue Funds	\$ 20.9 million
Shoreline Regional Park Community Fund	\$ 19.5 million
Restricted Capital Project Funds	\$ 1.1 million
Enterprise Funds	\$ 48.7 million
Internal Service Funds	\$ 14.7 million
Total	\$ 224.0 million

REVENUE*



EXPENDITURES*

*Fiscal Year 2010-11 unaudited

Honors, Awards and Grants

Mountain View received a numerous grants and awards this year, providing both money and recognition for local programs and services. These included:

- \$234,739 Federal Assistance to Firefighters Grant to purchase fifty self-contained breathing apparatus units for the Fire Department.
- \$71,661 from the Association of Bay Area Governments to purchase a full trash capture device for the City’s storm drain system.
- \$125,000 in funding to support organizational wellness, tobacco prevention and obesity prevention.
- \$72,828 from the Early Retiree Reinsurance Program from the U.S. Department of Health and Human Services.
- \$145,00 for the Stevens Creek Trail project and \$125,000 for the Permanente Creek Trail project from the Santa Clara Valley Water District.
- \$530,000 from the Federal Surface Transportation Program for street reconstruction
- \$194,000 in Resources Bond Act Urban Open Space and a Recreation Grant funding and \$37,000 in 2000 Parks Bond Act block grant funding for the acquisition of the Del Medio Park site.
- \$500,000 Federal Congestion Mitigation and Air Quality grant funding for the Vehicle Emissions Reduction Based at Schools project.
- \$800,000 from the California Natural Resources Agency for development of the next segment of the Stevens Creek Trail, from Sleeper Avenue to the intersection of Dale Avenue and Heatherstone Way.
- \$380,000 from the California State Governor’s Gang Reduction, Intervention and Prevention Program.
- \$180,000 nine monitor/defibrillators for use by the City’s paramedics.
- Received Arts Council Silicon Valley’s Community Arts Fund grant in support of 2010 National Arts and Humanities Month.
- Multilingual Community Outreach Program was showcased by the Nation League of Cities (NLC) as a model program.



City Council Goals for FY 2010-11

These are the Council goals Mountain View reached during this fiscal year.

- Continue to implement the Environmental Sustainability Action Plan and seek funding for environmental initiatives.
- Maintain constructive youth activities, including after school, summer and Teen Center programs, and work with school districts and nonprofits to expand these activities.
- Develop a Youth Master Plan.
- Assess walkability, lighting safety and park use issues in terms of families and the Community Center in the California Street/Rengstorff Avenue area.
- Consider an extension of the Downtown Revitalization District.
- Develop an Information Technology Strategic Plan, focusing on the needs of the community/residents in their web-based interactions with City Hall.

Finance Honors:

The City received the Government Finance Officers Association Award for Excellence in Financial Reporting and Distinguished Budget Presentation Award, the California Society of Municipal Finance Officers Award for Excellence in Operational Budgeting, and Excellence in Public Communications and the National Purchasing Institute Award for Achievement of Excellence in Procurement.

SERVING MOUNTAIN VIEW:

- 584 employees were funded for FY 2010-11 (full-time and part-time including Council but excluding limited term employees).
- An average of 550 employees were employed by the City at the end of FY 2010-11 (number fluctuates throughout the year).

UNDERSTANDING THE BUDGET:

The General Fund supports most of the general City services provided to residents (e.g. Police, Fire, Recreation, Library, etc). An overview of General Operating Fund revenues and expenditures for FY 2010-11 is shown here. Also included as part of the General Fund, but accounted for separately are Building Services and Shoreline Golf Links.



Special Revenue Funds are used to support street improvements, the City’s capital improvement program, low income housing, downtown revitalization activities, parking district operations, federally funded Community Development Block Grant (CDBG) projects and cable television franchise activities.

Shoreline Regional Park Community Fund supports development and maintenance of the Shoreline Regional Park Community (North Bayshore Area).

Restricted Capital Project Funds are used for restricted project revenues, such as for park renovations and storm drain upgrades. Most major capital projects are budgeted in the City’s General Capital Project funds.

Enterprise Funds are used to account for operations financed and operated in a manner similar to private business enterprises where the intent is that the cost of providing the service to customers is financed through user charges. Enterprise funds for the City of Mountain View include: Water, Wastewater (Sewer) and Solid Waste (Refuse and Recycling).

Internal Service Funds are used to account for the financing of goods and services provided by one City department to other departments on a cost reimbursement basis. Examples of Internal Service funds include: equipment maintenance, workers’ compensation, unemployment self-insurance, retirees’ health benefits, employee benefits, and the City’s general self-insurance liability.

Mountain View City Council

Mayor: Jac Siegel
Vice Mayor: R. Michael Kasperzak, Jr.

Councilmembers:

Margaret Abe-Koga
Ronit Bryant
John Inks
Laura Macias
Tom Means

Daniel H. Rich, City Manager
P.O. Box 7540,
Mountain View, CA 94039-7540
(650) 903-6301

City Website

www.mountainview.gov

The Annual Report is available on the City’s website.

Extra Copies

A limited supply of extra copies of The Annual Report is available at City Hall, 500 Castro Street, the Mountain View Public Library, 585 Franklin Street, and the Community Center, 201 South Rengstorff Avenue.

The Annual Report is printed on 40 percent recycled paper.

City Mission Statement

The City of Mountain View provides quality services and facilities that meet the needs of a caring and diverse community in a financially responsible manner.

The City staff has established the following organizational values that guide their work for the community:

- Provide exceptional service
- Act with integrity
- Treat others with respect